



## Letter from the President

Recently, my childhood hometown of Langley, Washington made the news. The city's mayor was sentenced to 15 days in jail and is expected to be forced to resign from office after pleading guilty to falsifying a city record. He admitted to backdating a document related to his stepdaughter's home construction project to make it look like his predecessor wrote it, then filing it with the city. The judge was quoted as saying, "What you did was to betray public confidence. I'm sorry, I don't think anyone who does that should remain in office." The mayor also serves as the planning director in Coupeville, and during a 40-year career as a public official, worked as the planning director at both Langley and Island County.



*Jim Ellison, WA Section President*

The mayor's ethical breach led me to thoughts about the importance of ethics for

[\(Continued on page 3\)](#)

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## January Luncheon Meeting

### Neighborhood Greenways

Neighborhood greenways are a new category of street that prioritizes walking and bicycling. They are an emerging tool for cities and counties to provide the health and quality of life benefits of a comprehensive, citywide multi-use trail system for all citizens. This can be done without incurring the often prohibitive construction and maintenance costs of a comprehensive trail network.

By making relatively inexpensive, incremental updates to non-arterial streets, cities and counties can create a network of streets that enable residents of all ages and abilities to safely and enjoyably walk and bike to the places they care about, such as schools, community centers, parks, libraries, and shopping districts. Neighborhood greenways are so effective and cost efficient that a number of North American cities renowned for their livability have committed to building them: Vancouver, BC., Chicago, Portland, and now Seattle.

This month, Cathy Tuttle and Eli Goldberg from the citizen-led Seattle Neighborhood Greenways organization will tell the story of how greenways have exploded in just one year from having citizen enthusiasm for them to City of Seattle making a multimillion dollar commitment to build them. They will also share ideas for engaging citizen groups, business leaders, and city interdepartmental teams, and building support for safe, healthy, walkable, and bikeable communities.

**WHEN** Wednesday, January 16, 2013 11:30 a.m. - 1:30 p.m.

**WHERE** Nile Shrine Golf Center  
6601 244th Street SW  
Mountlake Terrace, WA 98043  
[Get directions.](#)

**MENU** A buffet lunch that includes salad, pasta, dessert, coffee, and tea.

**COST** \$25 for ITE members; \$30 for non members. Free parking.

**RSVP** Please register with Carla Nasr at [itewaregister@gmail.com](mailto:itewaregister@gmail.com) by 5:00 p.m. on Friday, January 11. Those who register and do not cancel by January 11 will still be billed to reimburse the caterer.

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## Letter from the President (Continued from page 1)

transportation professionals. As ITE members, we are expected to uphold and advance the honor and dignity of the profession. The ITE Canons of Ethics for Members hold us to high standards of ethical conduct. We are expected to:

- Use professional knowledge and skill for the advancement of human welfare
- Be honest and impartial in dealing with employer, clients, and the public
- Strive to increase the competence and prestige of the profession.

Those expectations are just the preamble to the Canons. There are 22 sections that follow the preamble which outline high ethical conduct for our relations with the public, with employers and clients, and with other professionals. You can view and print the one page Canons of Ethics for ITE members at <http://www.ite.org/aboutite/ethics.pdf>.

The Canons cover such areas as serving the public interest, handling potential conflicts of interest, discussing member actions that might compromise professional judgment, and soliciting and submitting proposals for professional services, to name a few. While the Canons serve as a solid foundation in a general sense, our challenge is to effectively apply them in our specific day-to-day activities.

As a comparable example, the ethics code at one agency states that an employee or elected official should not accept any gift that has a value above a minimal or de minimis amount. The code then defines de minimis through an example: a box of candy or a bouquet of flowers. That is helpful. However, one could argue that some bouquets can cost more than a fancy dinner or a box seat at a Mariners game, items which if accepted, could more clearly be considered as ethical breaches. Perhaps a bouquet of flowers isn't such a clear measure.

Wikipedia states that in ethics, "The issues are most often multifaceted and the best proposed actions address many different areas concurrently. In ethical decisions the answer is almost never a 'yes or no', 'right or wrong' statement. Many buttons are pushed so that the overall condition is improved and not to the benefit of any particular faction." That is why most good discussions of professional ethics include real world examples of ethical situations about which colleagues share personal and agency perspectives on how the specifics of each situation might be handled.

A few years ago, Neal Hawkins, ITE Fellow and Director at the Center for Transportation Research and Education at Iowa State University gave a presentation on ethics. He offered that ethics can be guided by the following seven tests:

1. Harm Test: Do the benefits outweigh the harms, short term and long term?
2. Reversibility Test: Would I think this choice was good if I traded places?
3. Colleague Test: What would professional colleagues say?
4. Legality Test: Would this choice violate a law or a policy of my employer?
5. Publicity Test: How would this choice look on the front page of the newspaper?
6. Common Practice Test: What if everyone behaved this way?
7. Wise Relative Test: What would my wise old aunt or uncle do or think?

In addition to the Canons of Ethics for Members, ITE has a wealth of information on ethics topics at <http://www.ite.org/ethics/>. The Web page includes summaries of conversation circles, an ethics toolbox, links to selected ethics websites, and links to selected ITE Journal articles on ethics.

Here's wishing you and your loved ones a happy, prosperous new year. We hope to see you at an ITE WA monthly meeting soon. In the meantime, be safe...and ethical.

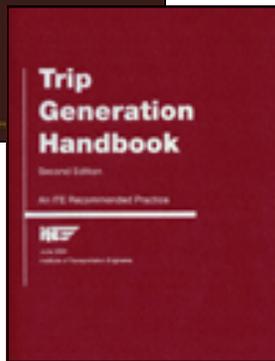
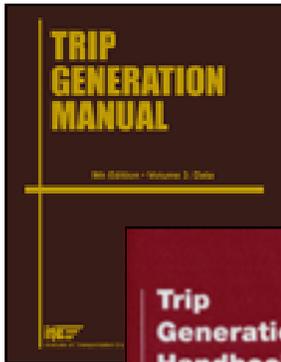
Jim Ellison, President

[itewapresident@gmail.com](mailto:itewapresident@gmail.com) or [jim@jameswellison.com](mailto:jim@jameswellison.com)

# Scribe Report

## December Breakfast Training: What's New in Trip Generation

By Don Samdahl, Principal, Fehr and Peers, who fills in this month for Paul Cho, Scribe, City of Redmond



The ninth edition of ITE's *Trip Generation Manual* was released in September 2012. To learn more about the changes from the previous edition, the ITE WA held a workshop on December 19 in Des Moines, Washington. More than 40 members enjoyed the workshop, that included an overview of the manual. ITE headquarters presented the overview as part of a national web briefing. A copy of the presentation is available [here](#). The new manual modified, added, or deleted data for several land use types. It also includes five modified land uses and the following 10 new land uses:

- construction equipment rental store
- data center
- medical equipment store
- mosque
- museum
- recreational vehicle sales
- variety store
- snow ski area
- tractor supply store
- truck stop

In addition, several land use descriptions were clarified, such as:

- hotels - how to handle supporting facilities
- various types of retail stores - discount superstores, discount clubs, shopping centers, etc.
- restaurants
- colleges and universities - effects of transit availability
- coffee shops - I wonder if most of the sites are from the Northwest?!

The manual also ITE headquarters also introduced a new cloud-based software for trip generation called Online Traffic Impact Study Software (OTISS). OTISS allows users to tailor traffic analysis data for each land use type and add new local data. For more information, please see [www.otisstraffic.com](http://www.otisstraffic.com) and the ITE website.

*(Continued on page 5)*

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## What's New in Trip Generation *(Continued from page 4)*

Also during the workshop, Jerry Walters of Fehr & Peers described the extensive research that has been completed in recent years on the treatment of trip generation rates for mixed use developments. Much of this research is being incorporated into the forthcoming ITE *Trip Generation Handbook*. The research demonstrates the effects that mixed use developments have on reducing vehicle trip generation, taking into consideration the following seven “D”s of development:

1. Density - dwellings, jobs per acre
2. Diversity - mix of housing, jobs, retail
3. Design - connectivity, walkability
4. Destinations - regional accessibility
5. Distance to Transit - rail proximity
6. Development Scale - pop, jobs
7. Demographics - household size, income



Jerry Walters of Fehr & Peers  
Photo by Carter Danne, ITE WA Secretary

He showed how the new research findings compare to the existing ITE procedures. A copy of Jerry's presentation is available [here](#).

Finally, during a discussion, the meeting participants identified the following trip generation issues that often confront planners in the Northwest. Several of these issues may be addressed in upcoming workshops or local conferences.

### Land use types

- Rail stations and park-and-ride lots
- Specialty retail
- Shopping center peripheral buildings
- Downtown mixed retail
- Small offices
- Micro-units
- Churches and synagogues

### Applications

- Trip generation credits for transit-oriented development
- Trip generation related to roadway volumes (retail)
- Pass-by data (neighborhood commercial)
- Quantifying transportation demand management benefits
- Better, clearer definitions

If you have questions about ITE's *Trip Generation Manual* or *Trip Generation Handbook* or have questions or issues related to trip generation, feel free to contact Don Samdahl at [d.samdahl@fehrandpeers.com](mailto:d.samdahl@fehrandpeers.com).

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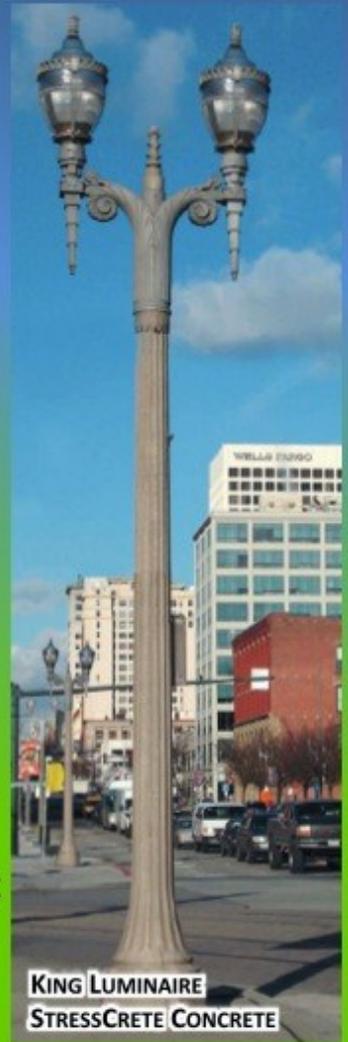
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## Happy New Year It's Time to Pay Your Section Dues



Welcome 2013! A great way to celebrate, or just to get organized for the new year is to pay your yearly ITE WA section dues. This applies only to members who do not pay state section dues at the same time as they pay ITE International dues, i.e. members of just the state section. Please keep an eye out this month for a friendly e-mail from our membership committee containing your invoice. When you pay your membership dues, you maintain active status in ITE WA. Thank you for your support.

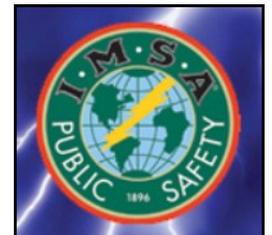
### 2013 ITE WA Meeting Schedule

These dates for ITE Washington State Section meetings are subject to change depending upon availability of venues:

- **Wednesday, January 16** – Neighborhood Greenways. See page 1 for more information.
- **Monday, February 11** – ITE/International Municipal Signal Association. See below for more information.
- **Tuesday, March 12** – To be announced soon.
- **Tuesday, April 9** – To be announced soon.
- **Tuesday, May 14** – Student night.
- **Monday, June 10** – Annual meeting.
- **Tuesday, June 11** – 25th Annual Golf Tournament at Canterwood Golf and Country Club, Gig Harbor.
- **No meetings in July and August.**



### Save the Date! 2013 ITE/IMSA Annual Meeting



ITE WA and [International Municipal Signal Association](#) (IMSA) [Northwest Section](#) will jointly host the 2013 ITE/IMSA Joint Conference and Vendor Exhibition. Come and check out what's new in the traffic control and intelligent transportation systems industries, and meet with manufacturer representatives with more than 35 different vendors. The event will also feature four technical sessions with presentations on smart street light design, pedestrian and bicycle safety at signalized intersections, SR 520 and SR 99 tolling update, and impacts of electric vehicles on transportation planning.

**Date:** Monday, February 11, 2013

**Time:** Morning and afternoon technical sessions and vendor exhibition.

**Location:** DoubleTree Hotel Seattle Airport, 18740 International Boulevard, Seattle, Washington, 98188

# Campus Corner

## News from the Student Activities Committee

By Richard Hutchinson, Student Activities Committee Chair, KPG

### University of Washington ITE student chapter Officer Elections

The University of Washington ITE student chapter (ITE UW) voted in the following officers for the 2012-2013 school year:

- President – Walker (Tianxing) Cheng
- Vice president – Tom Le
- Secretary – Yingqian Mei
- Social event officer – Mallory Wilde
- Webmaster – Sonia Xiao

### ITE Western District Data Collection Project Grant

Congratulations to ITE UW for being awarded a \$1,000 Western District (District 6) Data Collection Project Grant! The purpose of this grant is to generate relevant technical data for transportation engineers and planners and fund practical, day-to-day, minor research in transportation engineering and planning. This is the sixth year in a row that ITE UW has been awarded this grant. District 6 received 14 proposals and only awarded 5 grants to student chapters. ITE UW will use the grant this year to collect parking utilization and trip generation data at a mini-mart with a gas station in the Fremont neighborhood of Seattle.

### Oregon ITE Traffic Bowl

ITE UW competed in the [Oregon ITE Traffic Bowl](#) held in Troutdale, Oregon, this past November. Traffic Bowl works similar to Jeopardy. The game tests each competitor's knowledge on topics such as ITE, traffic, and transportation. This year the team consisted of Matt Dunlap, Sherry Kim, Xiaoyi Liu, and Yixiao Yin. They took 2<sup>nd</sup> Place which is a very good showing. They won \$400. Go Huskies!



Yixiao Yin, Sherry Kim, Matt Dunlap, and Xiaoyi Liu  
Photo by Walker (Tianxing) Cheng

### Region X Student Transportation Conference

Also in November, several UW students attended the 10th Annual Region X Student Transportation Conference in Portland, Oregon.

The focus of this conference is on student research in Washington, Oregon, Idaho, and Alaska. Student Chapter President Walker (Tianxing) Cheng presented a poster at the conference called *Seattle - Dexter Avenue/7<sup>th</sup> Avenue Conceptual Design*. ITE UW also competed in Traffic Bowl.

### Undergraduate and Graduate Scholarships

Scholarships from ITE WA for students in transportation engineering or transportation planning are available this year. Applications and criteria will be distributed to University of Washington and Seattle University students this month and are posted on the [ITE WA website](#). If you know a student that you think would be a good candidate, please encourage them to submit an application.

### Student Night

The student activity committee is still looking for a new project for students to research and present this year for the ITE Student Night on May 14. Students from University of Washington and Seattle University, along with ITE WA professionals, participate in this event each year. If you have a safety study, preliminary corridor study, or concept plan from a larger project that you think would be interesting, please contact Richard Hutchinson at 206-286-1640, 253-627-0720, or [richardh@kpg.com](mailto:richardh@kpg.com).



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## Safety Corner

### News from the Section Safety Committee

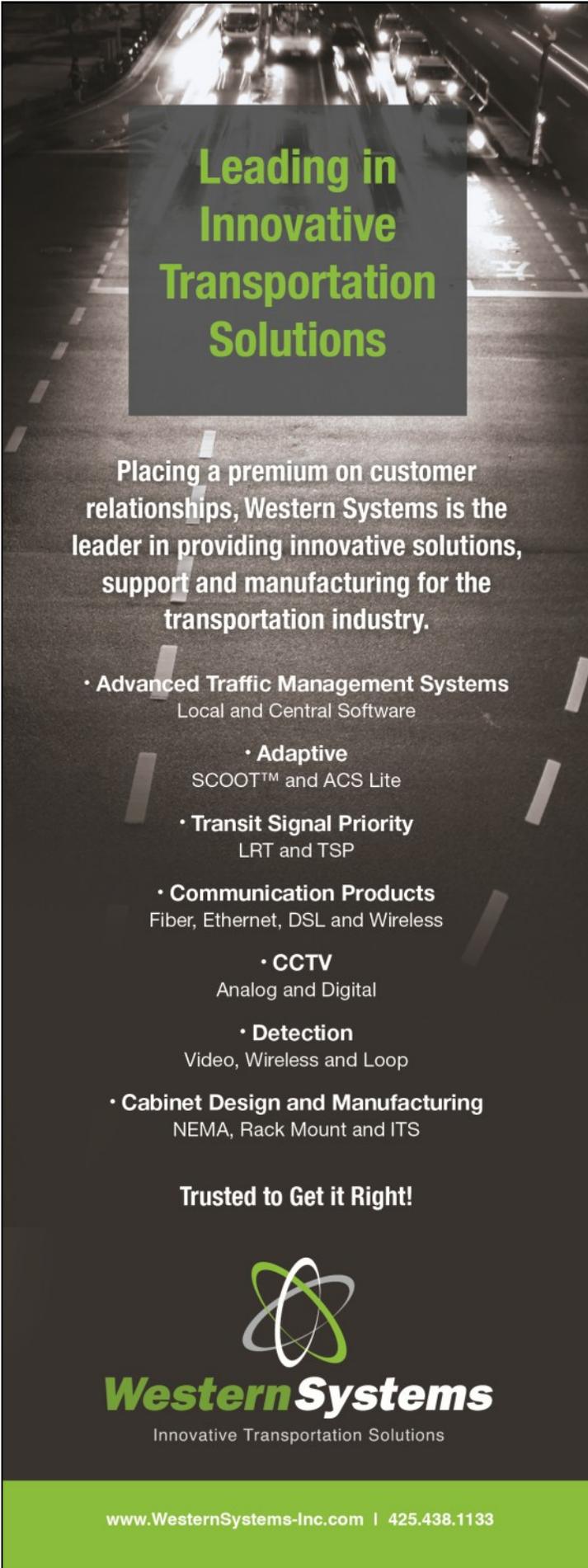
By Gary Norris, Safety Committee Chair, DN Traffic Consultants

The Washington State Section Safety Committee now alternates each month between face to face meetings and in those done by either telephone conference call or online webinar. The committee met following the December luncheon meeting in Des Moines. The meeting focused on issues identified during our November meeting. Specifically, the committee is exploring ways the section can participate in the activities of Washington State's [Target Zero](#) program and the national [Toward Zero Deaths](#) program. The focus of both programs is to eliminate traffic fatalities in the 10 and 30 year time horizons. The committee discussed the following items:

1. Potential safety projects identified by Dave Alm and Mike Hendrix of Perteet.
2. A process for the committee to offer project development/grant application assistance to small communities who do not have the resources.
3. A desire to learn more about the Washington State Department of Transportation Highway and Local Programs' grant application processes and how ITE can provide input into the program development process.
4. How to address locations with a high number of serious and fatal crashes for which a solution is not obvious.
5. The difference in severity levels of crashes.
6. A desire to learn more about how local agencies and WSDOT store and retrieve crash records and determine which methods are most accurate.
7. Educate section members in the techniques and processes involved in the [Highway Safety Manual](#), possibly through webinars.

Anyone with possible projects or interest in joining the committee is welcome to attend. Please contact one of the committee members for more information:

- Michelle Brown
- Brian Chandler
- Matthew Enders
- Robert Shull
- Gary Norris, Safety Committee Chair,  
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## ITE International Grant to Reduce Childhood Obesity

ITE International wrote the following announcement for the Robert Wood Johnson Foundation.

### Exploring Transportation's Role in Reducing Childhood Obesity

The Institute of Transportation Engineers (ITE) recently concluded a three-year-long project to promote changes to community environments in ways that encourage increased physical activity and aid in reversing the U.S. childhood obesity epidemic. The goal of the project was to help ITE's more than 17,000 members, who include traffic engineers, transportation planners, academicians, and transportation policy leaders, have a positive impact on the level of physical activity, health, and quality of life of individuals in the communities they serve. The work was supported by a grant from the Robert Wood Johnson Foundation (RWJF).

ITE's primary goal was to inform, motivate, and advocate for a change in the implementation and behavioral habits of transportation decision makers to create healthier communities. The primary resources that were developed through this effort include sponsored sessions at a series of three of ITE international meetings; participation in local or regional meetings addressing this topic; and development of an information clearinghouse of Web-based articles, references, presentations, links and other relevant materials.

ITE utilized the expertise of a technical advisory committee for this effort as a means to research and collect statistics, policies, resources, Web-based articles, references, technical presentations, links to national events, and partner organizations. As a result, ITE developed an information clearinghouse of materials that are easily available for download. The project's deliverables are hosted on the ITE Web site at <http://www.ite.org/childhoodobesity/default.asp>.

ITE will continue to demonstrate a commitment to being a bridge as professional communities tackle the opportunities and challenges of the nexus between transportation and health. A more detailed article about the project is feature in the January 2013 *ITE Journal*.

# 2013 ITE International Events



- **March 3-6 in San Diego, California** – Technical Conference and Exhibit.
- **August 4-7 in Boston, Massachusetts** – Annual Meeting and Exhibit.



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# Section Business

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If you have comments on this newsletter or have an interesting topic or project to share, please contact Susan Bowe, Newsletter Editor at [itewaeditor@gmail.com](mailto:itewaeditor@gmail.com) .